

Macy's
Herald Square, B'way, 34th to 35th St.
We Sell Dependable Merchandise at Prices Lower
Than Any Other Store, but for Cash Only

A selection of worth-while gifts for last minute purchase and for delivery on time

Sterling silver the gift that endures

Handsomely pierced and engraved sterling silver centerpiece (fruit dish with removable vase in the center)

\$395.00

Sterling silver tea set, of five pieces, ornate fluted shape on foot, richly engraved flower and basket design

\$379.00

Fruit bowl of sterling silver, large size, pierced and engraved

\$115.00

Tall flower basket, plain graceful design, pierced edge

\$269.00

Macy's—Main floor, front, Broadway.

To our patrons

THE merchandising advertised on this page is purposely limited to things admirably adapted for Christmas gifts. All this merchandise is ready for immediate delivery or shipment. Visit this store Monday, Tuesday and Wednesday and make your Holiday purchases. They will be where you want them to be on Thursday.

51-piece Nippon china dinner set; Special \$24.89

45 sets, regularly priced \$29.75. There are two patterns.

In one pattern each piece is edged with a gold line and has a creamy white band with a broken border of dainty pink roses beneath it. An inch from the edge is a bright gold line.

Each piece of the other pattern has a brown line around the edge and another line about an inch from the edge. Between these are garlands of flowers suspended from a narrow border of conventional design. The flat pieces have center floral designs.

Each set consists of the following pieces:

6 dinner plates	1 covered dish
6 tea plates	1 open vegetable dish
6 bread and butter plates	1 gravy boat with fast stand
6 soup plates	1 pickle dish
6 preserve dishes	1 sugar bowl
6 tea cups and saucers	1 cream pitcher
1 meat platter	

Macy's—Basement, 34th Street.

Novelty furniture as gifts

Colonial design arm chair, carved mahogany frame, covered with assorted materials. **\$48.50.**

Queen Anne design breakfast room suite; mahogany finish. Table, 2 benches and 2 chairs. **\$114.46.**

American walnut magazine stand. **\$12.74.**

Gate leg table, Jacobean oak. Closed 35x12 inches, open 35x47 inches. **\$37.50.**

Writing desk, of American walnut. Has drop leaf and legs that close in as with a gate leg table. **\$54.25.**

Reading and sewing table, combined, of solid mahogany. Our own design. **\$42.50.**

Candlesticks, of solid mahogany. Colonial design. **\$5.94 pair.**

Tea tray, mahogany veneer, assorted inlays, 14x24 inches, oval. **\$6.94.**

Same with glass top. **\$9.74.**

Grandfather clock, good movement, mahogany finished case. **\$36.49.**

Tea wagon, walnut or mahogany. Drop leaves, with 4 rubber-tired wheels. **\$45.75.**

Card table, mahogany legs and rim, felt top, folding. Made especially for us. **\$14.74.**

Muffin stand, mahogany finish, three shelves. **\$4.24.**

Gate leg table, black enameled, with gold decoration. **\$24.74.**

Side chair to match. **\$13.49.**

Arm chair to match. **\$17.24.**

Work table of mahogany finish. There are two shelves below the sewing compartment and handle on top. **\$16.49.**

Magazine stand, mahogany finish, double inlaid line. **\$34.50.**

Macy's—Third Floor.

DIAMONDS

the Christmas gift supreme

White, brilliantly cut, perfect diamonds, a collection to delight those who know and appreciate stones of super-excellence, are priced here as follows:

From \$315.00 a karat for 1/4 kt. sizes.

To \$525.00 a karat for 1 kt. sizes.

Other sizes priced proportionately.

Now if you have a gift of diamonds in mind the fact that they are not as expensive in this store as elsewhere may be readily verified by using the above prices for comparison with the prices in other dependable stores.

Macy's—Main Floor, Front, 34th Street.

Fur Coats of Hudson seal, squirrel, nutria, mink and kolinsky

Fashioned into coats, dolmans, semi-dolmans and Russian blouse effects
From \$196.00 to \$894.00

Hudson seal dolman, with a large draped collar; specially priced, **\$324.00**

Hudson seal dolman, with a Russian blouse back effect and cutaway front. Large shawl collar and deep bell cuffs; specially priced, **\$349.00**

Hudson seal dolman, very deep draped collar, yoke back effect; specially priced, **\$349.00**

Hudson seal coat, Russian blouse effect; trimmed with self collar and cuffs, **\$396.00**

Taupe nutria semi-dolman; specially priced, **\$396.00**

Hudson seal dolman, trimmed with baby caracul, panel front and back; lined with embroidered heavy silk; specially priced, **\$394.00**

Natural gray squirrel coat, of evenly matched skins, with ripple back, **\$396.00**

Hudson seal dolman, of the finest selected skins; beautifully lined; specially priced, **\$424.00**

Hudson seal dolman, yoke effect, and trimmed with self collar, cuffs and border, **\$424.00**

Hudson seal dolman, nutria trimmed collar and cuffs; specially priced, **\$424.00**

Hudson seal coat, 36 inches long, with large collar and cuffs, and a 16-inch border of heavy furred nutria, resembling beaver; specially priced, **\$449.00**

Kolinsky dolman, generously trimmed with kolinsky tails, **\$648.00**

Kolinsky dolman, trimmed with kolinsky tails, **\$748.00**

Mink semi-dolman, deep shawl collar, made of the finest selected dark skins, **\$894.00**

Hudson seal dolman, deep shawl collar, **\$196.00**

Macy's—Third Floor, Front, 34th Street.

Trimmed nursery furniture

Round bassinets, **\$27.75**

Wicker body and wooden wheels. Trimmed in pink or blue. White enamel finish.

Square wardrobe, **\$17.49**

With four compartments, padded inside and fitted with pockets in blue or pink silk. White enamel finish.

Wardrobe, **\$22.49**

Curved front and with floral trimming. Four compartments.

Macy's—Third Floor, 35th Street, Rear.

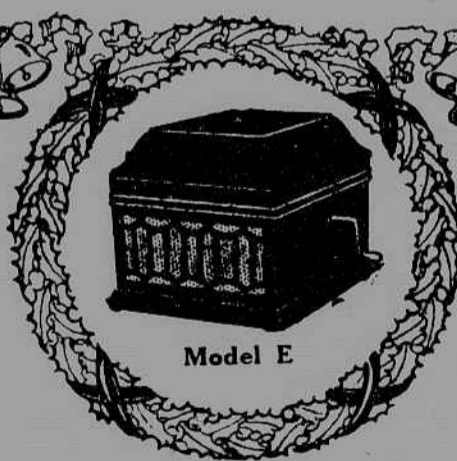
Just arrived from Japan

150 lacquered bon bon boxes special \$4.49

Round cornered boxes in terra cotta red with decorative tops. Each box contains seven compartments made of Nippon china painted in Japanese landscape effects. Diameter 12 inches.

Macy's—Basement, 34th Street.

Cannot be bought on any "terms" except cash



Which accounts for the difference in price—and there is a difference!

Ru-stella
The Phonograph with the "master made horn"

Model A, Ru-stella, \$184.00 cash

represents a saving of about \$100.00 on machines sold elsewhere on "convenient terms."

Model B, Ru-stella, \$159.00 cash

represents a saving of \$65.00 to \$75.00 on machines sold elsewhere on "convenient terms."

Model E, Ru-stella, \$42.50 cash

represents a saving of from \$25.00 to \$30.00 on machines sold elsewhere on "convenient terms."

Model C, Ru-stella, \$129.00 cash

represents a saving of \$50.00 to \$60.00 on machines sold elsewhere on "convenient terms."

Model D, Ru-stella, \$89.50 cash

represents a saving of \$40.00 to \$50.00 on machines sold elsewhere on "convenient terms."

IF YOU ORDER A RU-STELLA TOMORROW WE CAN GUARANTEE DELIVERY BY CHRISTMAS!

Ru-stella is backed by our broad two year guarantee and the reputation of this store attained through almost 62 years of successful merchandising.

Macy's—Fourth Floor, 34th Street, Rear.

CHILDREN'S AND MISSES' Fur sets and separate muffs reduced

Most of our children's sets and separate muffs reduced 33 1-3%. An opportunity to buy a gift at an unusually low price. We mention no particular kind of fur, because the assortment is limited. Suitable furs for children; muffs finished with ribbons or rings and scarfs well lined.

Macy's—Third floor, 34th Street, Front.

Genuine Bronze Book ends

Indian Head, by Peinlich. Showing the characteristic feather headdress, **\$24.89**

Vagrants, by Parsons. Two interesting and mischievous puppies, **\$39.50**

L'Amour, by Peinlich. Two love figures in quaint pose, **\$44.50**

John Harvard, by Robert. Reproduction of the famous statue, **\$66.50**

Many others, equally interesting, suitable as gifts.

Macy's—Main Floor, Silverware Dept., Broadway.